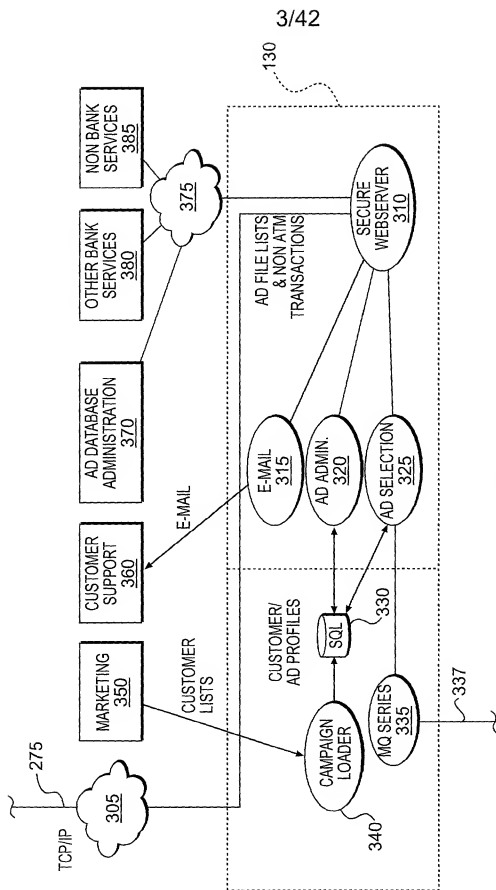
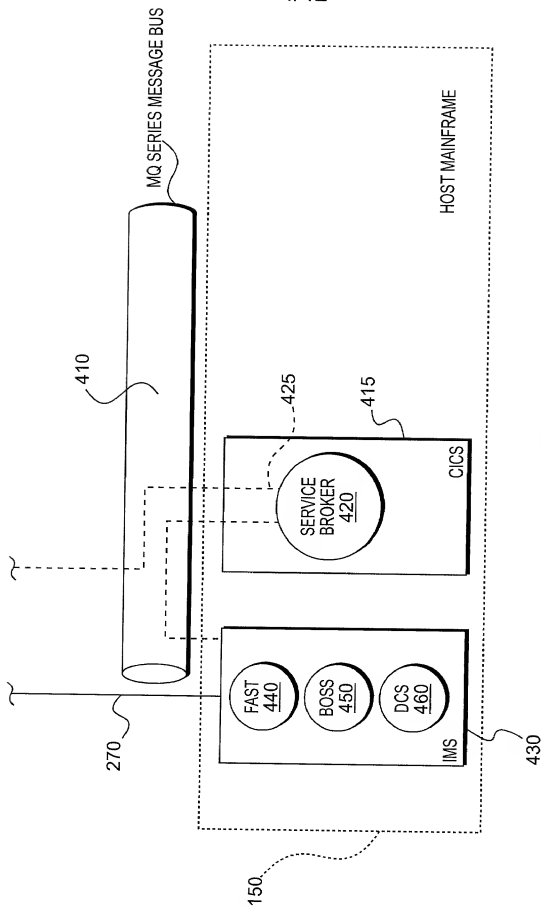
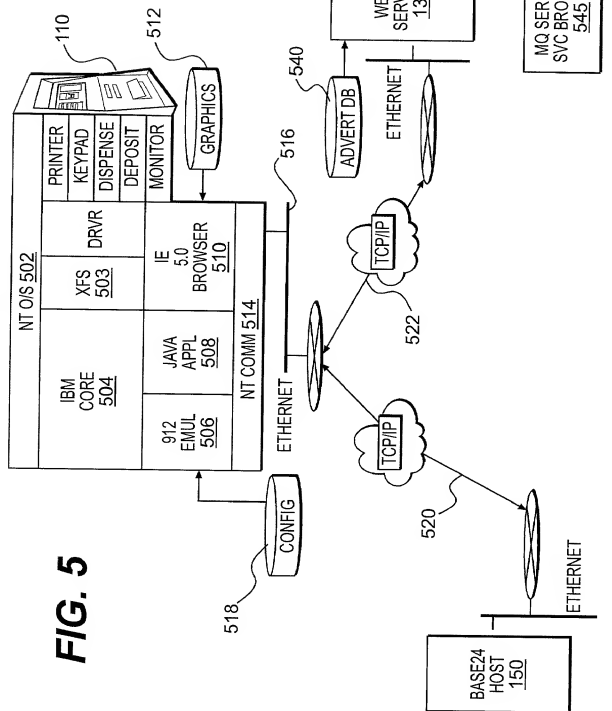




**FIG. 2**



**FIG. 4**



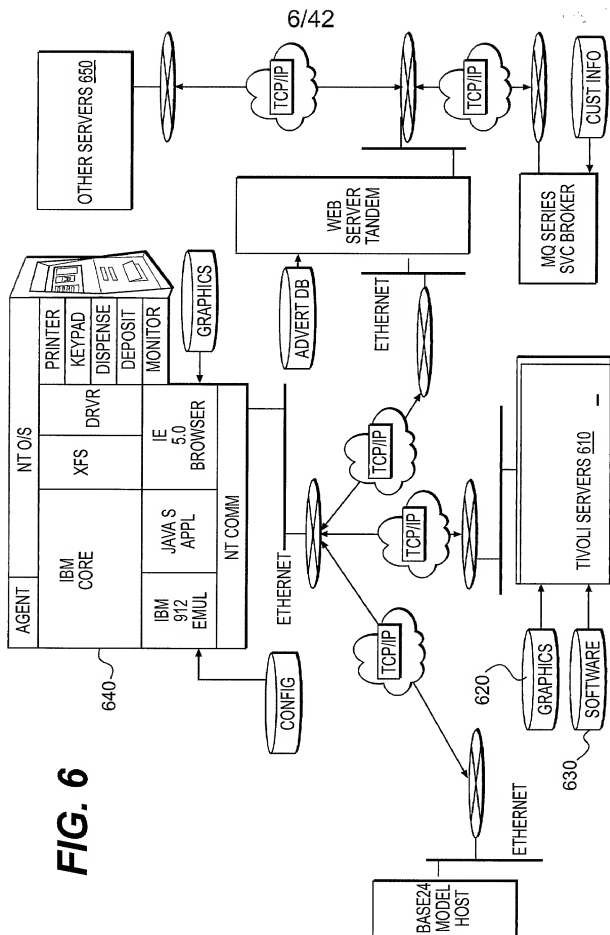
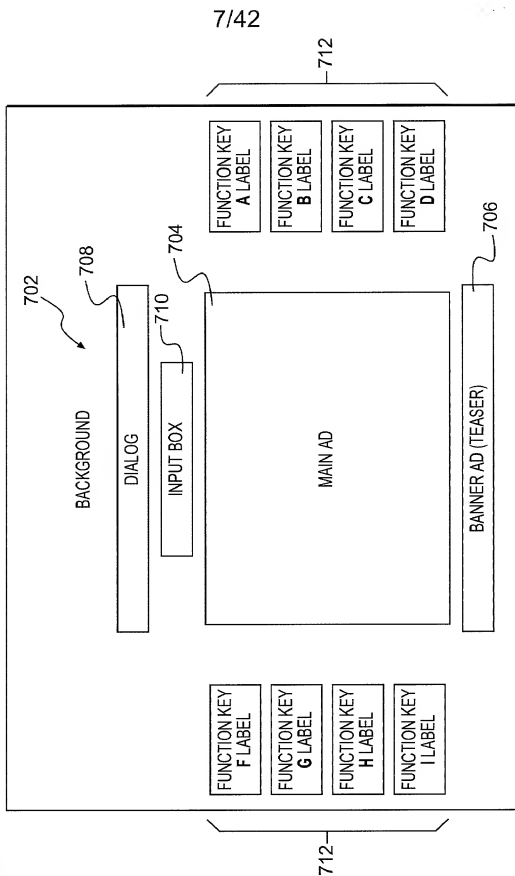


FIG. 7



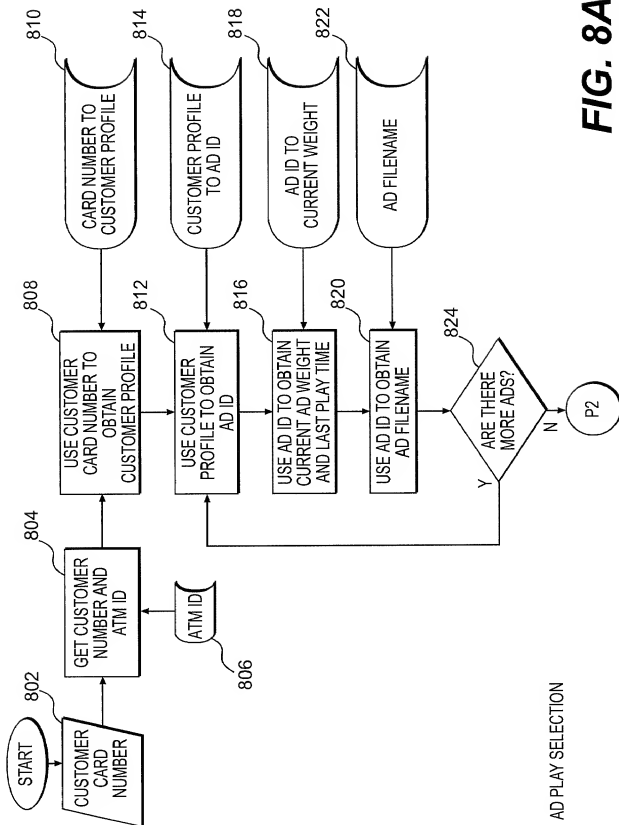
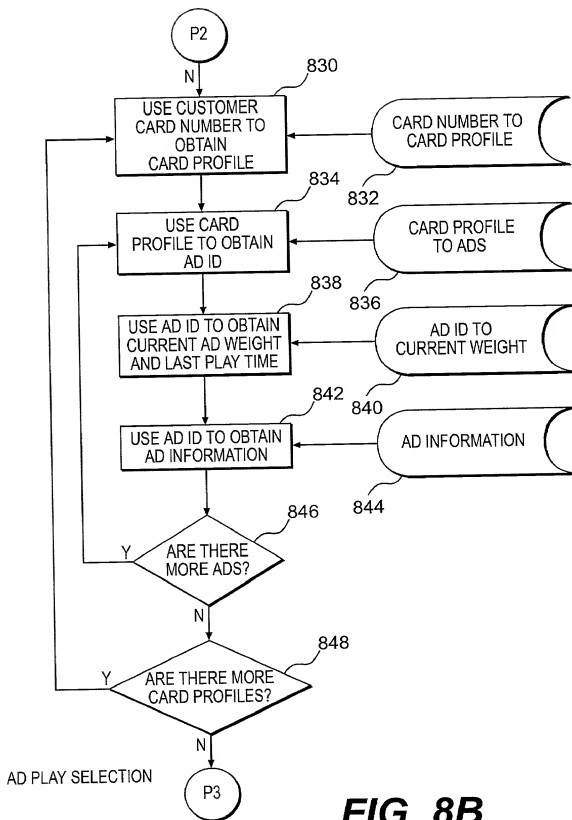
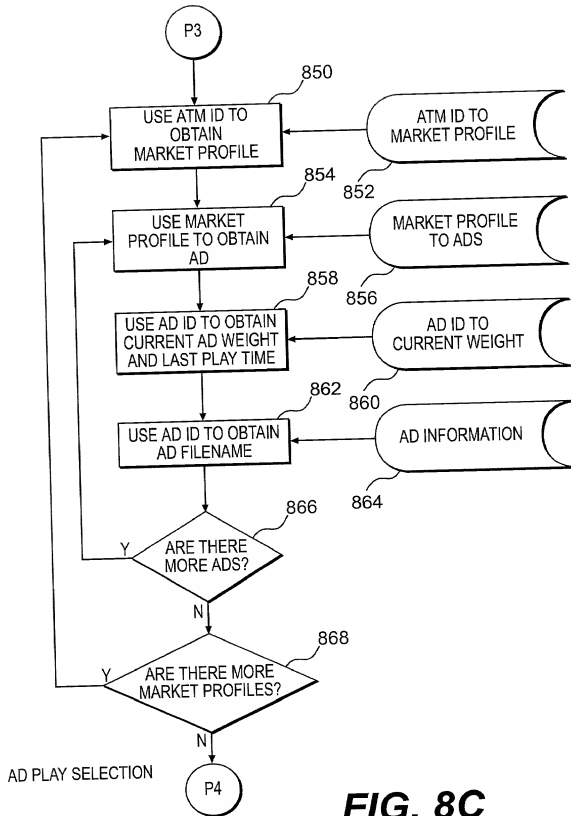


FIG. 8A

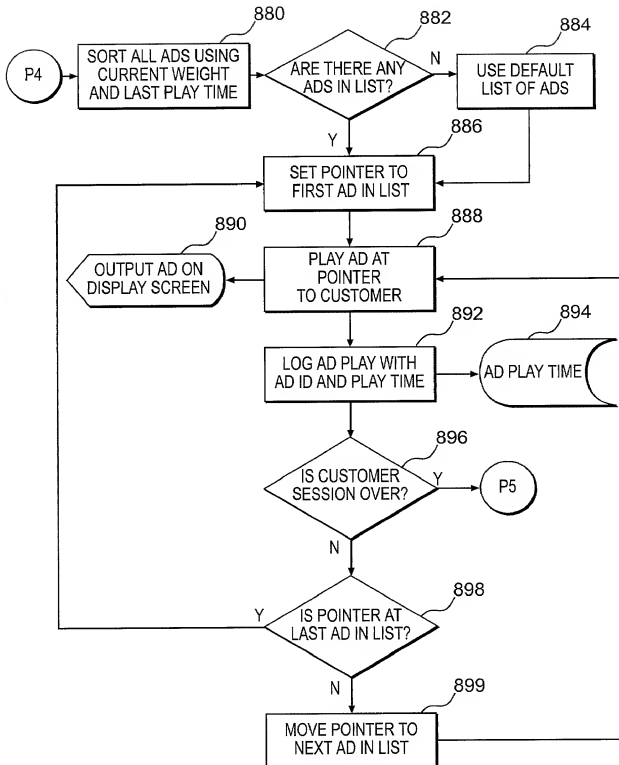
AD PLAY SELECTION



**FIG. 8B**

**FIG. 8C**

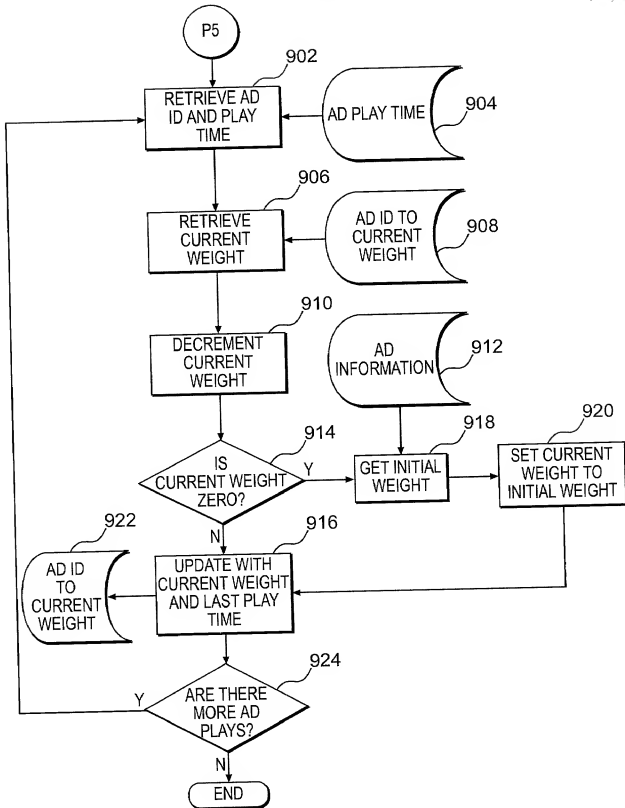
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AD PLAY SELECTION

**FIG. 8D**

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AD WEIGHT ASSIGNMENT

**FIG. 9**

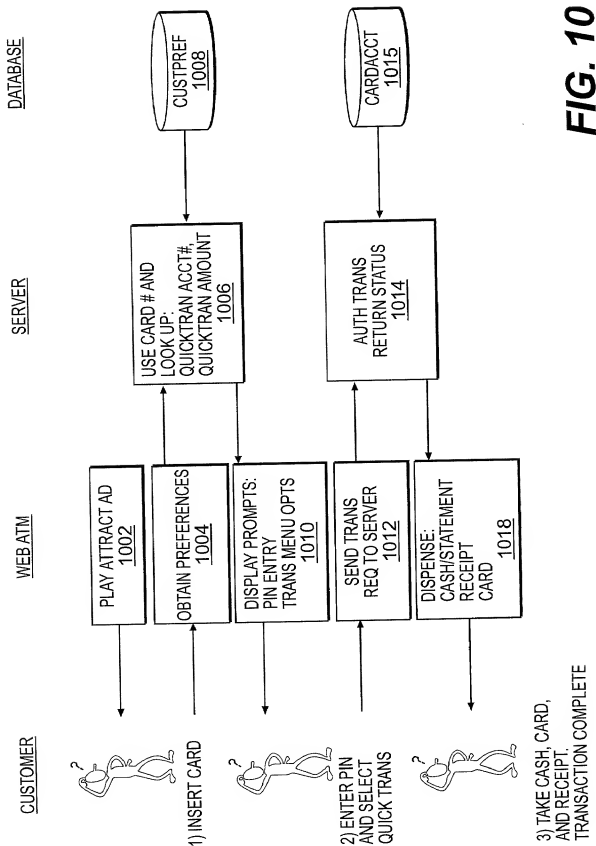
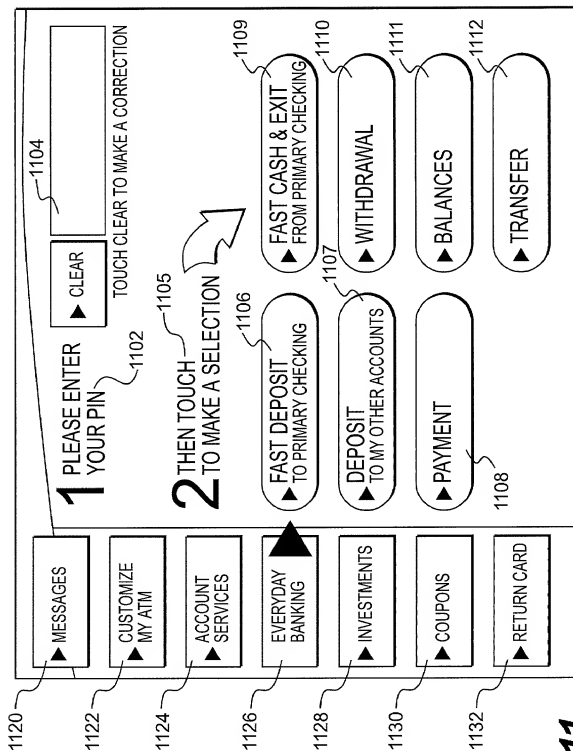
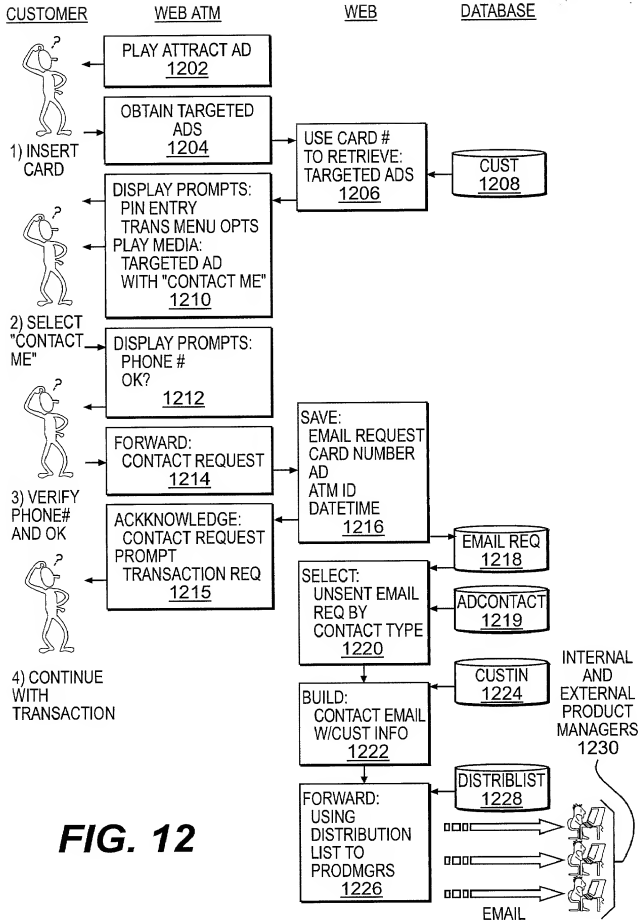
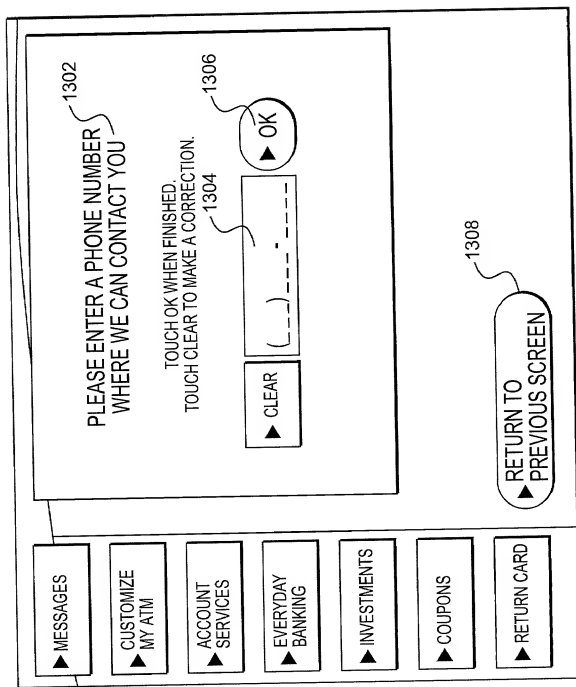


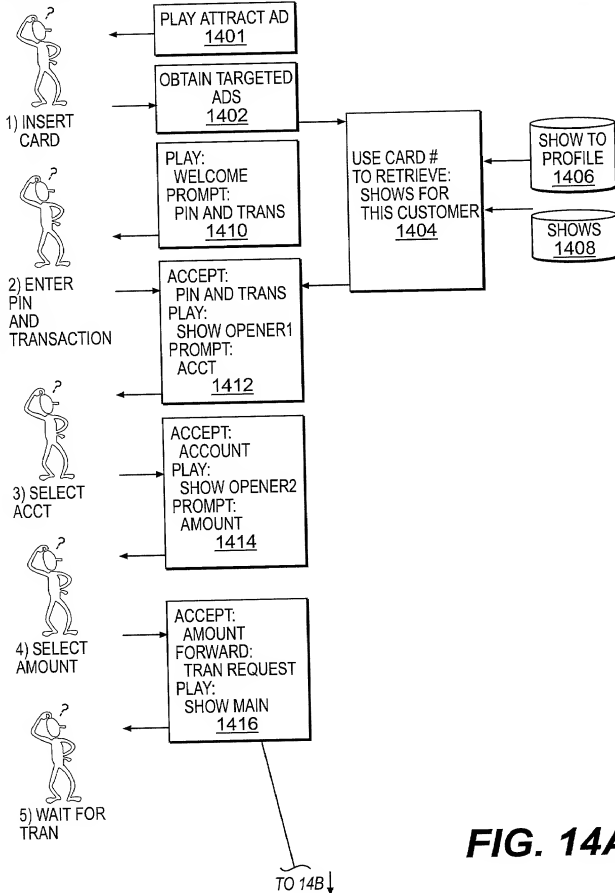
FIG. 10

**FIG. 11**



**FIG. 13**



CUSTOMERWEB ENABLEDWEBDATABASE**FIG. 14A**

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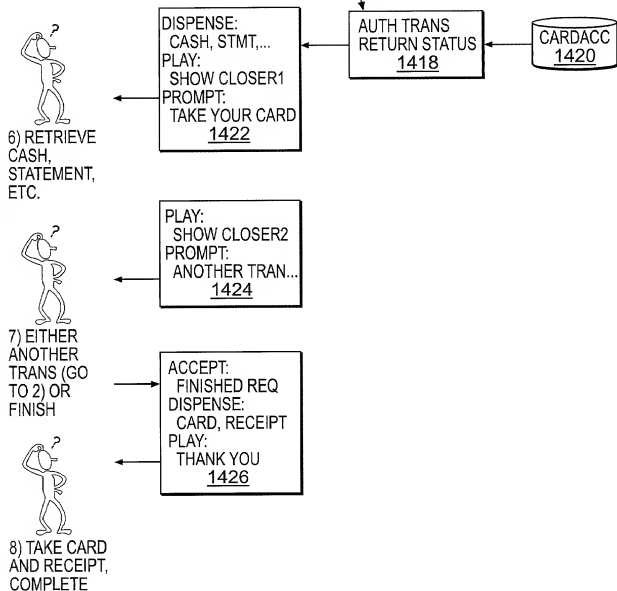
FROM 14A ↑

CUSTOMER

WEB ENABLED

WEB

DATABASE



**FIG. 14B**

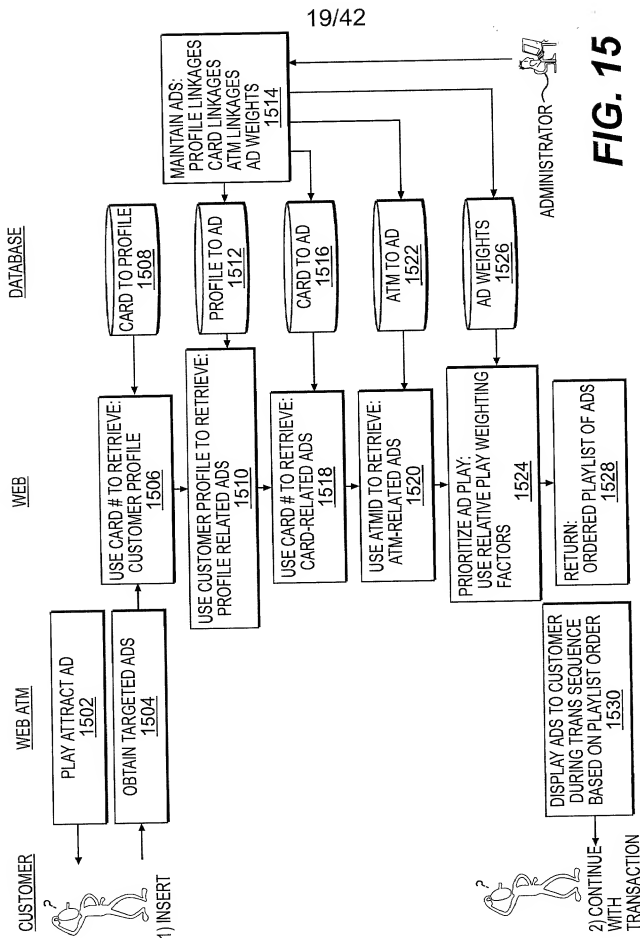


FIG. 15

100121-2452660

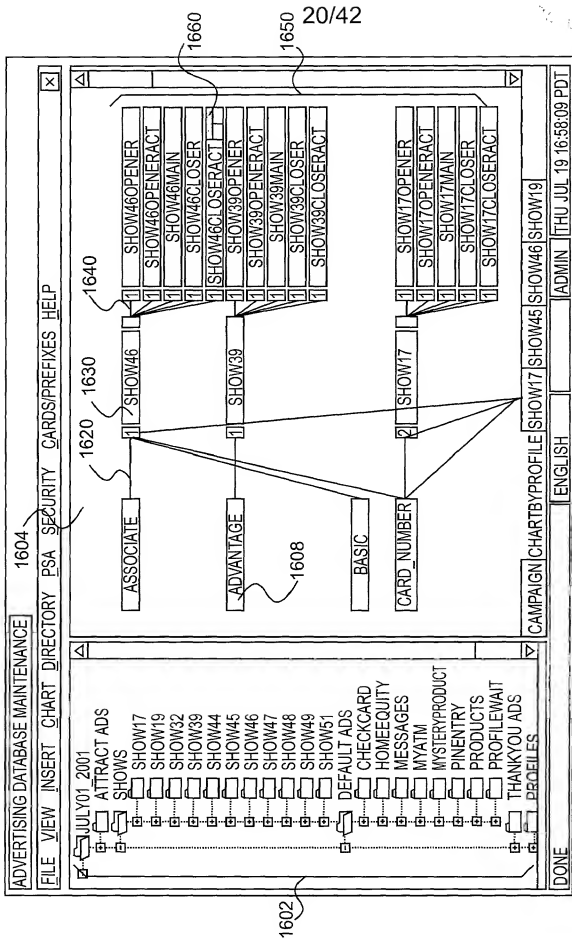


FIG. 16

ADVERTISING DATABASE MAINTENANCE	
FILE VIEW INSERT CHART DIRECTORY PSA SECURITY CARDS/PREFIXES HELP	
<div> <div> JULY01 2001           ATTRACT ADS           SHOWS           SHOW17           SHOW19           SHOW32           SHOW39           SHOW44           SHOW45           SHOW46           SHOW47           SHOW48           SHOW49           SHOW51           DEFAULT ADS           CHECKCARD           HOMEEQUITY           MESSAGES           MYATM           MYSTERYPRODUCT           PINENTRY           PRODUCTS           PROFILEWAIT           THANKYOU ADS           PROJECTS         </div> </div>	<div> <div> CHECKRECORDER           SHOW17           SHOW17OPENER           SHOW17OPENERACT           SHOW17MAIN           SHOW17CLOSER           SHOW17CLOSERACT         </div> </div>
<div> <div> CAMPAIGN           CHARTBYPROFILE           ENGLISH           CHECKRECORDER           ADMIN           WED JUL 18 17:23:30 PDT         </div> </div>	
<div> <div> DONE         </div> </div>	

FIG. 17










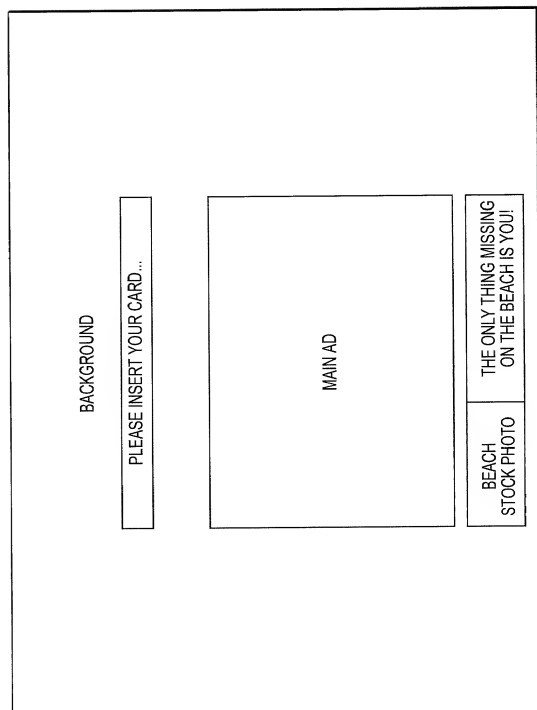
ADVERTISING DATABASE MAINTENANCE		1804		1806	
FILE VIEW INSERT CHART DIRECTORY PSA SECURITY HELP		SHOW46 SHOW		MARKETING TEXT SHOW46RECEIPT	
DESCRIPTION [MY ACCESS]		OPENER: SHOW46OPENER		ASSOCIATED PROFILES ASSOCIATE BASIC CARD NUMBER "A" BRANCH "A" BUCKHEAD AREA "A" CHARLOTTE AREA SHOW OTHER PROFILES	
 46OPEN.JPG		 46OPEN.JPG		 46OPEN.JPG	
 46MAIN.MPG		 46MAIN.MPG		 46MAIN.MPG	
 46CLOSE.JPG		 46CLOSE.JPG		 46CLOSE.JPG	
CAMPAIGN [CHARTBYPROFILE SHOW17 SHOW45 SHOW46 SHOW19]		ENGLISH		ADMIN	
DONE		WED JUL 18 17:25:46 PDT			

FIG. 18

**FIG. 19**  
ATTRACT LOOP



**FIG. 20**  
PIN AND  
LANGUAGE ENTRY

BACKGROUND	
****	
PLEASE ENTER YOUR PIN (ID CODE) THEN PRESS THIS KEY ----->	
DESPUEDE MARCAR SU PIN OPRIMA AQUI! ----->	
BEACH STOCK PHOTO	THE ONLY THING MISSING ON THE BEACH IS YOU!



**FIG. 21**  
AQUIRER MAIN  
MENU:

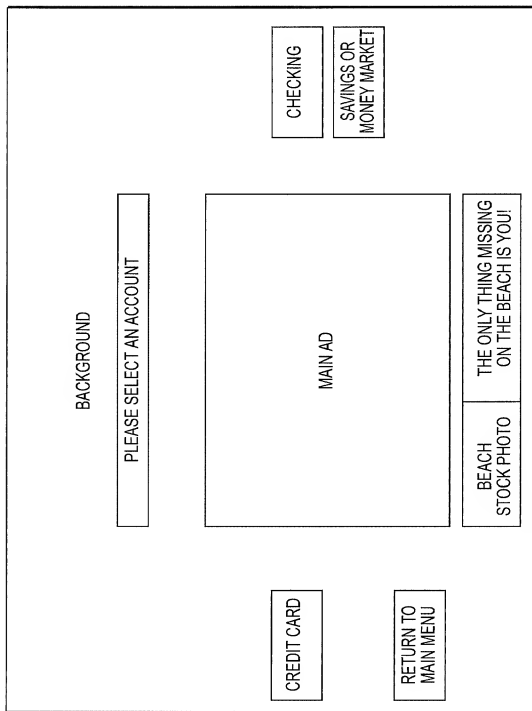
TRANSACTION  
SELECTION

BACKGROUND		PLEASE SELECT A TRANSACTION		FASTCASH	
MAIN AD				WITHDRAWAL CASH ADVANCE	
				BALANCE INQUIRY	
				TRANSFER	
ADDITIONAL SERVICES		BEACH STOCK PHOTO		THE ONLY THING MISSING ON THE BEACH IS YOU!	

**FIG. 22**  
AMOUNT ENTRY

BACKGROUND	
PLEASE ENTER AMOUNT	
\$99,999,999,999.99	
MAIN AD	
BEACH STOCK PHOTO	THE ONLY THING MISSING ON THE BEACH IS YOU!

**FIG. 23**  
SELECT AN ACCOUNT



**FIG. 24**  
WOULD YOU LIKE  
ANOTHER  
TRANSACTION?  
INVESTMENT INFO  
CHOSEN

BACKGROUND

WOULD YOU LIKE ANOTHER TRANSACTION?

MAIN AD

MORTGAGE  
INFORMATION

INVESTMENT  
INFORMATION

EARN \$  
BANKING SURVEY

BEACH  
STOCK PHOTO

THE ONLY THING MISSING  
ON THE BEACH IS YOU!

YES

NO

**FIG. 25**  
PHONE NUMBER  
ENTRY

BACKGROUND

PLEASE ENTER YOUR PHONE NUMBER. A BANK REPRESENTATIVE WILL CONTACT YOU WITH THE INFORMATION.

999-999-9999

MAIN AD

CORRECT

CHANGE

RETURN TO MAIN MENU

BEACH STOCK PHOTO

THE ONLY THING MISSING ON THE BEACH IS YOU!

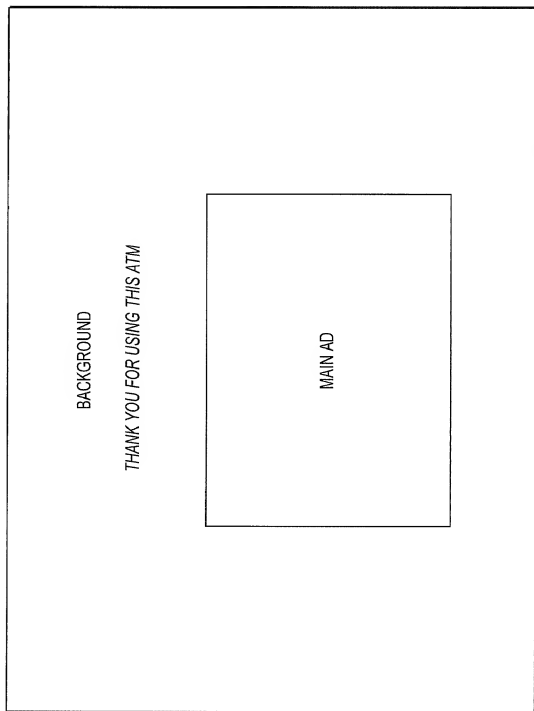
**FIG. 26**

**WOULD YOU LIKE  
ANOTHER  
TRANSACTION?**

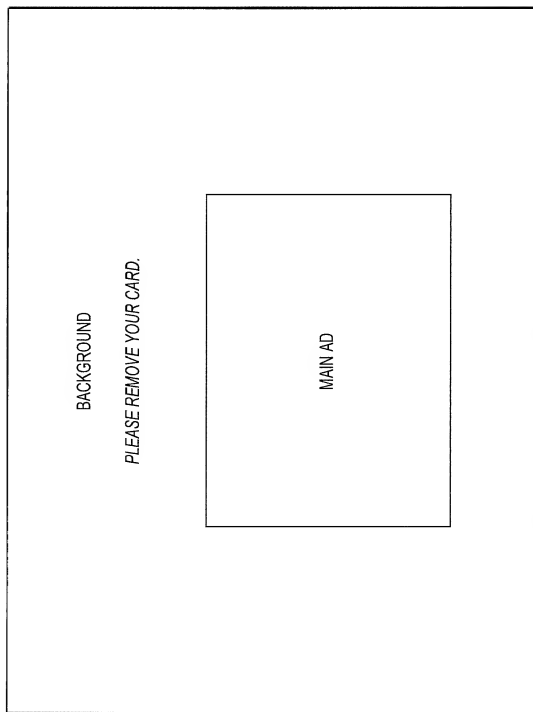
**"NO" CHOSEN**

BACKGROUND	
WOULD YOU LIKE ANOTHER TRANSACTION?	
<div>MAIN AD</div>	
<div>MORTGAGE INFORMATION</div>	<div>YES</div>
<div>INVESTMENT INFORMATION</div>	<div>NO</div>
<div>EARN \$5 BANKING SURVEY</div>	<div>THE ONLY THING MISSING ON THE BEACH IS YOU!</div>
<div>BEACH STOCK PHOTO</div>	

**FIG. 27**  
THANKS

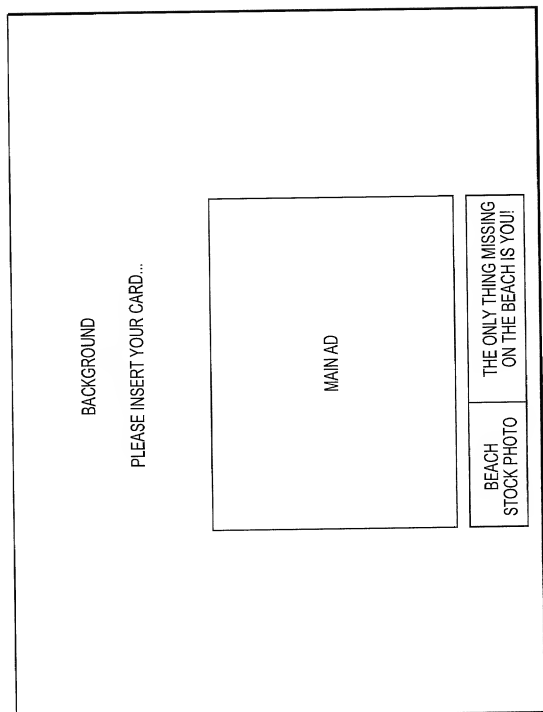


**FIG. 28**  
TAKE YOUR CARD





**FIG. 29**  
ATTRACT LOOP



**FIG. 30**  
PIN AND  
LANGUAGE ENTRY

BACKGROUND

\*\*\*\*

PLEASE ENTER YOUR PIN (ID CODE)  
THEN PRESS THIS KEY

DESPUEDE MARCAR SU PIN  
OPRIMA AQUI

BEACH STOCK PHOTO	THE ONLY THING MISSING ON THE BEACH IS YOU!
----------------------	--



**FIG. 32**  
AMOUNT ENTRY

BACKGROUND	
PLEASE ENTER AMOUNT	
\$99,999,999,999.99	
MAIN AD	
BEACH STOCK PHOTO	THE ONLY THING MISSING ON THE BEACH IS YOU!

**FIG. 33**  
SELECT AN ACCOUNT

BACKGROUND

PLEASE SELECT AN ACCOUNT

MAIN AD

CREDIT CARD

LINE OF CREDIT

RETURN TO MAIN MENU

CHECKING

SAVINGS OR MONEY MARKET

BEACH STOCK PHOTO

THE ONLY THING MISSING ON THE BEACH IS YOU!

# FIG. 34

WOULD YOU LIKE  
ANOTHER  
TRANSACTION?

MORTGAGE INFO  
CHOSEN

BACKGROUND

WOULD YOU LIKE ANOTHER TRANSACTION?

YES

NO

MAIN AD

CHECK REORDER  
OR MESSAGE

MORTGAGE  
INFORMATION

INVESTMENT  
INFORMATION

EARN \$5  
BANKING SURVEY

BEACH  
STOCK PHOTO

THE ONLY THING MISSING  
ON THE BEACH IS YOU!

# FIG. 35

HOW MAY WE  
CONTACT YOU  
WITH PRODUCT  
INFORMATION?

E-MAIL CHOSEN

BACKGROUND

HOW MAY WE CONTACT YOU?

BY E-MAIL

BY PHONE

BY US MAIL

BANKING CENTER  
APPOINTMENT

MAIN AD

BEACH  
STOCK PHOTO

THE ONLY THING MISSING  
ON THE BEACH IS YOU!

RETURN TO MENU

**FIG. 36**  
CONFIRM REQUEST

WOULD YOU LIKE  
ANOTHER  
TRANSACTION?

"NO" CHOSEN

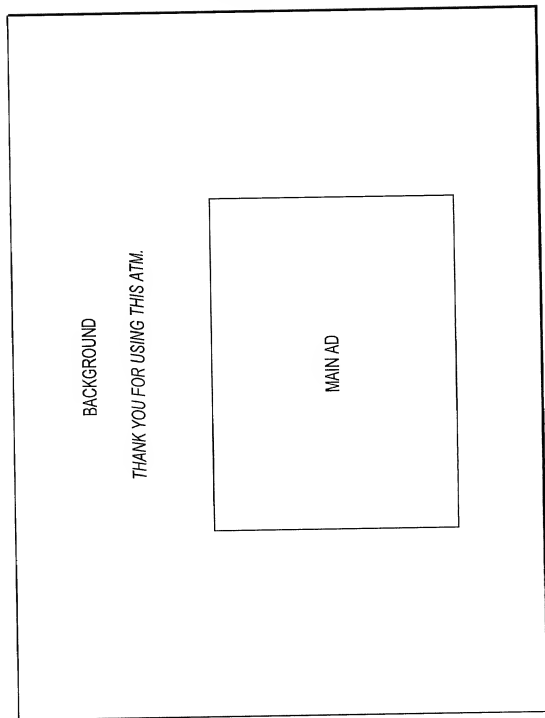
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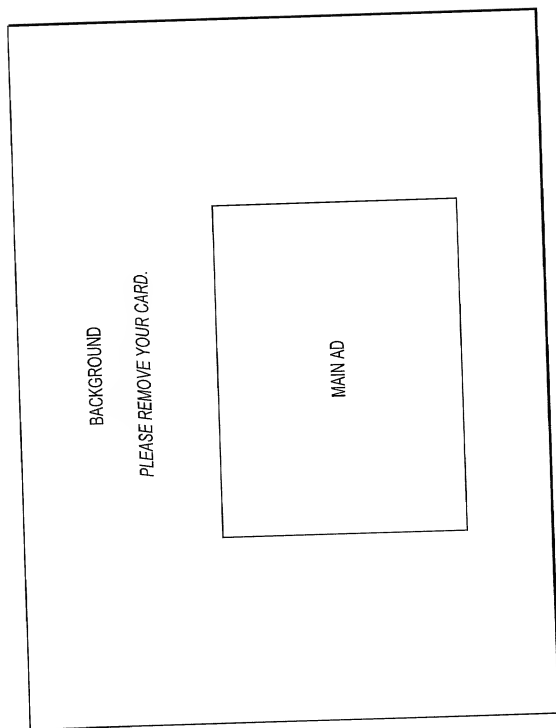
BACKGROUND	
WE WILL CONTACT YOU TODAY VIA EMAIL.	
WOULD YOU LIKE ANOTHER TRANSACTION?	
<div>MAIN AD</div>	
<div>CHECK REORDER OR MESSAGE</div>	<div>YES</div>
<div>MORTGAGE INFORMATION</div>	<div>NO</div>
<div>INVESTMENT INFORMATION</div>	
<div>EARN \$ BANKING SURVEY</div>	
<div>BEACH STOCK PHOTO</div>	<div>THE ONLY THING MISSING ON THE BEACH IS YOU!</div>



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**FIG. 37**  
THANKS





**FIG. 38**  
TAKE YOUR CARD